

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Individual Giving Manager

REPORTS TO: Head of Individual Giving

REPORTING TO POSTHOLDER: Supporter Development Officer

LOCATION: Hybrid - Home / and London office attendance for a minimum of two days per week (with possibility of occasional overseas travel)

DURATION & HOURS: Full time, permanent

PURPOSE OF THE ROLE

The Individual Giving Manager plays a vital role in developing the strategic direction and delivery of Farm Africa's fundraising and communications strategy. Working closely with the Head of Individual Giving, this role develops and manages a busy portfolio of on and offline communications including appeals, newsletters, emails and social media, with an annual income target of over £1m and a remit to grow and develop this income further.

KEY TASKS AND RESPONSIBILITIES

- To be responsible for the planning and delivery of all Individual Giving communications, driving growth in net income, supporter retention and lifetime value.
- To develop and manage the delivery of a range of creative and engaging fundraising campaigns to key audiences using both on and offline channels, ensuring all work is delivered to a high standard, on time and within budget.
- To assist the Head of Individual Giving in planning and delivery of supporter acquisition campaigns, using on and offline channels.
- To plan and implement robust supporter journeys for new supporters, in order to maximise engagement and retention.
- To write and manage the Individual Giving budgets and KPIs, leading on monthly financial reporting and quarterly reforecasting.
- To appoint and maintain excellent working relationships with external suppliers, in order to get the best results and value for money for Farm Africa.
- To oversee the project management of all external suppliers working on IG campaigns, including overseas content collection agencies, data processors, creative agencies and print and production houses, in order to ensure work is delivered to the highest possible standard.
- To develop and apply appropriate targeting and personalisation for campaigns, produce data selection briefs and prepare complex data files.
- To lead on strategic direction of online content to complement our offline supporter communications.
- To ensure engaging and appropriate content is being gathered for supporter communications via research, liaison with project teams and overseas project visits.
- To put strategies in place to maximise the conversion of email leads to financial supporters.

- ▼ To work closely with the rest of the External Relations department to develop and implement integrated annual plans, setting performance measures and monitoring results throughout the year.

PERSON SPECIFICATION	
Essential	Desirable
Education, qualifications & other knowledge	
Educated to degree level or equivalent	Academic or practical marketing qualification
Strong understanding of fundraising and data protection legislation and Gift Aid	
Experience	
Leading a busy and successful Individual Giving team, raising £1m+ per annum	Working within an overseas development charity
Driving growth through individual giving products and approaches	
Line management	
Managing relationships with key external agencies and suppliers	
Developing short and long term KPIs and budgets and subsequent planning, monitoring and management	
Development and delivery of on and offline fundraising growth strategies	
Managing all aspects of successful offline direct marketing campaigns, including budgeting and income forecasting, creative development, print and production, fulfilment and results analysis	
Writing data selection and appending briefs and preparing complex data files for mailing	Previous experience of using Raiser's Edge
Briefing and managing print and production processes and writing complex laser personalisation briefs for mailing	
Excellent knowledge of digital marketing and demonstrable experience of using it to drive income	
Writing compelling copy for marketing comms	
Skills & abilities	
Ability to assess the accuracy of copy and artwork, with strong attention to detail	
Creative with an excellent eye for design	Working knowledge of Indesign, photoshop or other design software
Excellent written and verbal communication skills and the ability to share information in an appropriate, timely way	
Strong numerical skills and the ability to use Excel to effectively collate and analyse data	
Exceptional organisational skills and the ability to plan and prioritise work to achieve objectives whilst maintaining quality and meeting deadlines	
Ability to lead a cohesive team and build positive working relationships	
Attitudes	
Curious and open to new ideas and approaches	
Sensitivity to, and willingness to develop an understanding of development issues	

Ambitious, proactive and flexible 'can do' attitude	
Extremely organised and calm under pressure	
Willingness to understand and give priority to the requirements of partners including colleagues, donors, suppliers and beneficiaries	

Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

EXPERT. Deep expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.

GROUNDLED. Positive change starts with Africa's people, so our experts work closely with local communities, engaging them in every level of decision-making.

IMPACTFUL. We take a long-term view so we can deliver lasting changes for farmers and their families.

BOLD. We model innovative new approaches and are not afraid to challenge strategies that are failing.

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